



WILLIAM T FUJIOKA
Chief Executive Officer

County of Los Angeles **CHIEF EXECUTIVE OFFICE**

Kenneth Hahn Hall of Administration
500 West Temple Street, Room 713, Los Angeles, California 90012
(213) 974-1101
<http://ceo.lacounty.gov>

"To Enrich Lives Through Effective And Caring Service"

Board of Supervisors
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Fifth District

July 16, 2013

The Honorable Board of Supervisors
County of Los Angeles
383 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, California 90012

Dear Supervisors:

RECOMMENDATION TO APPROVE THE FUND DISTRIBUTION AGENCIES ELIGIBLE TO PARTICIPATE IN THE ANNUAL COUNTY CHARITABLE GIVING CAMPAIGN (ALL DISTRICTS) (3 VOTES)

SUBJECT

The recommended action will establish the Fund Distribution Agencies to participate in the Annual County Charitable Giving Campaign.

IT IS RECOMMENDED THAT THE BOARD:

1. Approve the following seven 501(c)(3) non-profit organizations as eligible Fund Distribution Agencies authorized to participate in the County's Annual Charitable Giving Campaign: a) Asian Pacific Community Fund; b) Brotherhood Crusade; c) Community Health Charities of California; d) EarthShare California; e) United Latino Fund; f) United Way of Greater Los Angeles; and g) Variety, the Children's Charity of Southern California; and
2. Approve a two-year moratorium on the requirement for the Fund Distribution Agencies to raise a minimum of \$35,000 in a single County campaign in order to remain eligible to participate in future campaigns specified in Section II.E.1 of Board Policy Number 3.010.

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

The Chief Executive Office (CEO), Office of Workplace Programs (WPP) administers the annual Charitable Giving Campaign (CGC) pursuant to Board Policy 3.010, Workplace Charitable Giving Standards (Policy). The Policy has been established since 1998 to support local nonprofit charitable organizations that provide a broad range of health and human care services to residents of Los

Angeles County, reflecting the cultural and ethnic diversity of the region and the underserved areas impacting the status of men, women, and children. The CGC is a voluntary, cost-effective program that maximizes both employee donor choices and dollar distribution to organizations providing direct services to local residents in Los Angeles County communities.

The CGC, which takes place each fall between September and December, includes payroll deductions and direct contributions. Options for contributing include a percentage of primary earnings or a fixed amount, and can be one-time or ongoing. County employees have been generous in supporting the CGC, donating more than \$1 million dollars annually through payroll deduction and one-time contributions.

Fund Distribution Agencies (FDAs) are 501(c)(3) non-profit organizations and the recipients of County employee donations raised during the CGC. The FDAs are required to distribute employee-donated dollars to a minimum of 15 local non-profit agencies serving Los Angeles County. Parent agencies, and not their affiliates, are counted in local agency totals. Branches, chapters or subunits of a parent agency are counted as a single unit within the membership structure of an FDA.

In addition, FDAs must be those whose principal function is to serve the culturally diverse residents of Los Angeles County. This criterion is intended to ensure that the widest and most diverse range of services possible is provided to the residents of Los Angeles County.

Charitable Giving Campaign Update Process

It is County practice to periodically open up its Charitable Giving Campaign to determine if other non-profit organizations are eligible to participate. The Charitable Giving Campaign Update Committee (CGCUC), consisting representatives from the Quality and Productivity Commission and four County departments, was formed to review the County's CGC process and solicit qualified FDAs. All previously-approved FDAs (Asian Pacific Community Fund, Brotherhood Crusade, EarthShare California, United Latino Fund, and United Way of Greater Los Angeles) re-applied to participate in the County's annual CGC and continue to meet the eligibility requirements established by the Workplace Charitable Giving Standards. In its May 14, 2013 letter to the CEO Office of Workplace Programs (attached), the CGCUC made the recommendation to maintain the current five FDAs and include two additional agencies: Community Health Charities of California, and Variety, the Children's Charity of Southern California. Both agencies also met the eligibility requirements contained in the Workplace Charitable Giving Standards.

New Fund Distribution Agencies

The Community Health Charities of California was previously a partner in the County's CGC. Since 1971, this organization has supported vital research, community-based education programs, and member health agencies (Firefighters Burn Institute, City of Hope, American Lung Association, Sickle Cell Disease Foundation, etc.) that address a variety of chronic diseases and serve County residents.

Since 1928, Variety, the Children's Charity of Southern California, has provided lifesaving and enriching assistance to children with special needs, including adaptive bikes, walkers and strollers, and funded neo-natal intensive care equipment for hospitals in underserved communities.

This office concurs with the CGCUC to include the two new additional FDAs because they both provide services to County residents that are not currently provided by any of the existing FDAs. This would strengthen the CGC by expanding the reach of services offered throughout the County to

those in need.

Moratorium on Minimum Fundraising Threshold

The Workplace Charitable Giving Standard requires FDAs to raise \$75,000 locally and at least \$35,000 (ongoing) through a combined effort of County employee cash contributions and County employee payroll deductions. FDAs must also raise at least \$35,000 in a single County employee campaign, to be achieved by the second year of campaign participation, or be deemed ineligible to participate in future County campaigns.

Due to a combination of factors, including the recent recession and the reduction in County's employee count during the past several years, the overall contributions raised from the CGC has declined significantly over the last two years. The campaign raised a total of \$1.38 million in 2010, \$1.06 million in 2011, and \$1.05 million in 2012. During this time period, two of the existing FDAs came close to not meeting the minimum fundraising threshold included in the Policy. The CGCUC and this office are concerned that adding two new FDAs could potentially cause one or more of the seven FDAs to not meet the minimum requirements, as the total amount the CGC earns from fundraising may now have to be divided by seven instead of five agencies.

Therefore, the CGCUC and this office recommend that the Board approve a two-year moratorium on the requirement to meet the minimum fundraising threshold of \$35,000 in a single County employee campaign, to remain eligible to participate in future campaigns. This would allow additional time for the new FDAs to gain exposure from the employees and the County to determine if the minimum fundraising threshold is still appropriate, based on the number of participating non-profit organizations and the state of the economy. The FDAs would be required to meet all other requirements specified in the Workplace Charitable Giving Standards in order to remain eligible to participate in the County campaign.

Direct Designation Process

Through Direct Designation, employees wishing to donate to any 501(c)(3) non-profit organization in Los Angeles County may do so by filling out a Direct Designation form. Employees have the option to select either a one-time donation or payroll deduction to their designated agency, but it must be processed through an approved FDA.

Due to the multiple requests from other non-profit agencies, this office plans to expand the number of Direct Designation Days in the County for the 2013 CGC and future campaigns to allow additional opportunities for qualified organizations to promote their programs and activities to County employees. This will increase the opportunities for employees to donate to the agency of their choice.

Campaign Operating Agreements

The authorized organization representative of each FDA is required to review and sign a bi-annual operating agreement which authorizes the FDA to participate in the Charitable Giving Campaign. The operating agreement outlines in detail the requirements the FDAs must adhere to in order to maintain compliance with the County's Workplace Charitable Giving Standards, including: 1) minimum annual fund-raising levels from employee donations and overall campaign sources; 2) minimum number of local non-profit agencies to which funds are distributed; 3) maximum percentage allowed for administrative costs; 4) requirement to provide appropriate funding for campaign expenses including marketing materials; and 5) requirement to maintain an appropriate informational

tracking system on employee direct designations and submit various reports to the CEO.

CEO-WPP will continue to monitor the FDAs' compliance with the Workplace Charitable Giving Standards, and will notify the Board promptly if any FDA is found to be non-compliant with the Workplace Charitable Giving Standards or the operating agreement.

Implementation of Strategic Plan Goals

The County Strategic Plan Goal of Operational Effectiveness (Goal 1) directs that we maximize the effectiveness of processes, structure, and operations to support timely delivery of customer-oriented and efficient public services. The Board's adoption of the recommendation to authorize the seven FDAs to participate in the annual CGC is consistent with this Strategic Plan Goal.

FISCAL IMPACT/FINANCING

This action will have no measureable direct fiscal impact on the County.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS

The Board is authorized to raise funds for charitable organizations during work hours pursuant to Government Code Section 1157.2, as amended by Senate Bill 1256 (Watson) of 1991 as part of a specific workplace giving program. The opening up of the CGC was done to comply with government regulations that require the County to periodically open the campaign to determine if there are new non-profit agencies eligible to participate. This recommended action will ensure that the County is in compliance with the government regulations governing workplace giving campaigns.

CONTRACTING PROCESS

On February 1, 2013, the CGCUC issued a letter to 29 non-profit organizations across the County, inviting them to submit a proposal for consideration to become an FDA. In addition, CGCUC's public outreach included press releases, postings on the County website, and email messages sent directly to the organizations expressing an interest in the CGC. The five existing FDAs were also encouraged to notify non-profit organizations about the solicitation for proposals. A total of 19 proposals were received by the February 28, 2013 deadline, and on March 25, 2013, a public meeting was held at which 18 representatives from 14 organizations presented their programs and activities. The CGCUC evaluated all proposals and determined that seven proposals met the Workplace Charitable Giving Standards.

IMPACT ON CURRENT SERVICES (OR PROJECTS)

Approval of the recommendation will not have a significant impact on current services or projects.

CONCLUSION

Upon approval of the recommendations, please forward an adopted copy of the Board Letter to the Chief Executive Office, Office of Workplace Programs.

The Honorable Board of Supervisors

7/16/2013

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Respectfully submitted,

A handwritten signature in black ink, appearing to read 'W. T. Fujioka', with a long horizontal line extending to the right.

WILLIAM T FUJIOKA

Chief Executive Officer

WTF:BC:FC

EW:mr

Enclosures

c: Executive Office, Board of Supervisors
Auditor-Controller
County Counsel
Fund Distribution Agencies

**CEO Office of Workplace Programs
Charitable Giving Campaign Update Committee
B-1, Kenneth Hahn Hall of Administration
Los Angeles, CA 90012**

May 14, 2013

To: Eddie Washington, Acting Director
CEO – Office of Workplace Programs

From: Victoria Pipkin-Lane, Chair 
CEO – Quality and Productivity Commission

Jacob Aguilar, Member 
Department of Public Social Services

Debbie Martin, Member 
Registrar-Recorder/County Clerk

Joseph Kelly, Member 
Treasurer and Tax Collector

Rigoberto Reyes, Member 
Department of Consumer Affairs

Advisors: Stephen Morris
County Counsel

Susan Linschoten
Auditor-Controller

Subject: Final Report on the Review of the County's
Annual Charitable Giving Campaign

In early February the Charitable Giving Campaign Update Committee (CGCUC) began its review of the annual, voluntary fundraising effort spearheaded by County employees. The process started with a February 1, 2013 letter that was sent to nearly 30 non-profit organizations in the County, which in the past have expressed an interest in joining the Charitable Giving Campaign (CGC). The letter invited the organizations to submit proposals requesting consideration as a Fund Distribution Agency (FDA) with the annual CGC and included a copy of the eligibility criteria, the Workplace Charitable Giving Standards.

Background:

Government Code Section 1157.2 authorizes the County under such regulations as it may prescribe to allow employees to authorize deductions to be made from their salaries or wages for their payment of contributions of designated sums to charitable local organizations or to non-profit California corporations...and which do expend such sums solely by the making of contributions to charitable organizations qualified under Section 501(c)(3) of the U.S. Internal Revenue Code of 1971. The government code also requires the County to periodically review its Charitable Giving Campaign to consider organizations which may be eligible to participate, and update its Workplace Charitable Giving Standards.

The County of Los Angeles conducts a voluntary, employee-driven Charitable Giving Campaign to support local, non-profit organizations, which provide a broad range of health and human services to low-income men, women and children in under-served areas of the County. The campaign partners reflect the cultural and ethnic diversity of the County.

County employees are generous and dedicated individuals, who annually donate more than \$1 million dollars to the Charitable Giving Campaign through payroll deduction and one-time contributions. The Board of Supervisors has authorized the Chief Executive Office, Office of Workplace Programs to administer the annual campaign, which takes place in the fall between September and December.

Review Findings:

The County's Workplace Charitable Giving Standards define an FDA as a non-profit, California corporation, 501(c) (3), which distributes employee dollars raised to a minimum of 15 local, non-profit agencies which provide health and human care services to the residents of Los Angeles County, and reflect the cultural and ethnic diversity of the region..."

In accordance with government policy, the CGCUC conducted a review of the campaign. On February 1, 2013, a letter was sent out to 29 non-profit organizations across the County inviting them to submit a proposal for consideration to join the campaign. (See Attachment A) The deadline for submission of proposals was February 28, 2013. A total of 19 proposals were received. Of that number, seven (7) met the Workplace Charitable Giving Standards as approved by the Board last year. (See Attachment B)

The public outreach also included press releases, postings on the County website and e-mail messages sent directly to the organizations expressing an interest in the campaign. (See Attachment C)) The current, five Fund Distribution Agencies (FDA) also were encouraged to notify non-profit agencies about the solicitation for proposals. Several committee meetings and teleconferences were held to review the submissions.

On March 25, 2013, a public meeting was held at which 18 representatives from the agencies listed below spoke about their programs and activities.

The non-profits in attendance were:

- Asian Pacific Community Fund
- Brotherhood Crusade
- City of Hope
- Community Health Charities of California
- EarthShare California
- Girl Scouts of Greater Los Angeles
- Hispanic Scholarship Fund
- Justice, Unity, Generosity and Service, Inc.
- Learning for Life of San Gabriel Valley
- United Friends of the Children
- United Latino Fund
- United Negro College Fund
- United Way of Greater Los Angeles
- Variety, the Children's Charity of Southern California

It was clear from the remarks that the County campaign is an important fundraising drive and contributes to improving the quality of life of low-income men, women and children. Therefore, the CGCUC supports an ongoing, voluntary charitable giving campaign spearheaded by County employees.

The campaign's current list of Fund Distribution Agencies consists of:

- **Asian Pacific Community Fund** – Serving 250,000 Asians and Pacific Islanders in 27 Asian languages as well as English and Spanish for more than 20 years, with childcare/youth programs, healthcare, affordable housing, job training and placement, legal services, violence prevention
- **Brotherhood Crusade** – Grassroots, community-based organization founded in 1968 to offer youth development, health and wellness, economic development, arts, culture and social service programs for low-income, underserved and under-represented individuals in South Los Angeles
- **EarthShare California** – Created in 1982 to protect, support and improve California's air, water, wildlife and environment; and to bring the environment message to more than 1million people in diverse workplaces
- **United Latino Fund** – Since 1990, has supported the Latino community through a Community Grants Program (\$4,000 to \$10,000 each) to agencies providing health, education and mentoring services to low-income residents in Montebello, Pico-Union, Pacoima and Los Angeles

- **United Way of Greater Los Angeles** – Dedicated to improving the quality of life of millions of County residents by addressing three root causes of poverty: homelessness, lack of education and financial stability; funds more than 120 non-profit agencies aligned with United Way's core mission; partners with the County on programs such as 211 information line, Home for Good, the Greater L.A. Earned Income Tax Credit, and the Los Angeles Services Housing Authority's Homeless Count

After careful review, the Committee recommends that the charitable giving campaign be expanded to include two additional agencies:

- **Community Health Charities of California** – Previously a partner in the County campaign; since 1971 has supported vital research, community-based education programs, and member health agencies (Firefighters Burn Institute, City of Hope, American Lung Association, Sickle Cell Disease Foundation, etc.) that address a variety of chronic diseases and serve County residents, more than \$6 million allocated
- **Variety**, the Children's Charity of Southern California – Since 1928 has provided lifesaving and enriching assistance to children with special needs, including adaptive bikes, walkers and strollers; funded neo-natal intensive care equipment for hospitals in underserved communities; and awarded more than \$1.5 million in scholarships to more than 500 deserving teens

Other Issues:

During the course of our review, two issues came up that we would like to bring to your attention. One issue concerns the Direct Designation process. This is an opportunity for non-profit organizations, not affiliated with an FDA, to promote their programs and activities to County employees. Currently, two Direct Designation Days are held annually. However, the County may want to expand the Direct Designation opportunities 100 percent to four days annually.

The second issue concerns the minimum fundraising requirement for FDAs. Members of the Committee recognize that the local economy is struggling and with the addition of two agencies, proceeds raised from the campaign will be divided among seven instead of five groups. It is likely that the increase in participating agencies will decrease the amount of funds each FDA receives. To ensure that each FDA remains eligible to participate in the campaign, the Committee recommends that the CEO Office of Workplace Programs issue a two-year moratorium on the minimum fundraising requirement for all non-profit campaign partners.

In conclusion, the Committee thanks you for the opportunity to review the County's Charitable Giving Campaign and to offer our recommendations for enhancing the annual fundraising effort.

VPL:vp

Attachments



WILLIAM T FUJIOKA
Chief Executive Officer

County of Los Angeles
CHIEF EXECUTIVE OFFICE

Kenneth Hahn Hall of Administration
500 West Temple Street, Room 713, Los Angeles, California 90012
(213) 974-1101
<http://ceo.lacounty.gov>

February 1, 2013

Mr. Marcus Mack
Boys Scouts of America/Southern Cal
Smiser Scout Center
3450 East Sierra Madre Boulevard
Pasadena, CA 91107

Board of Supervisors
GLORIA MOLINA
First District

MARK RIDLEY-THOMAS
Second District

ZEV YAROSLAVSKY
Third District

DON KNABE
Fourth District

MICHAEL D. ANTONOVICH
Fifth District

Dear Mr. Mack,

The County of Los Angeles conducts a voluntary, employee-driven Charitable Giving Campaign to support local, non-profit organizations, which provide a broad range of health and human services to the residents of Los Angeles County. The overall goal is to reflect the cultural and ethnic diversity of the County and provide assistance to men, women and children in under-served areas.

County employees are generous and dedicated individuals, who annually donate more than \$1 million dollars to the Charitable Giving Campaign through payroll deduction and one-time contributions. The Board of Supervisors has authorized the Chief Executive Office, Office of Workplace Programs to administer the annual fall campaign.

Government Code Section 1157.2 permits the County to authorize employees to contribute to charitable organizations or non-profit corporations qualified under Section 501(c)(3) of the U.S. Internal Revenue Code through payroll deductions. The government code also requires the County to periodically review its Charitable Giving Campaign to consider organizations which may be eligible to participate, and update its Workplace Charitable Giving Standards (See Attachment A, Workplace Standards).

In accordance with government policy, the County of Los Angeles is currently reviewing its annual Charitable Giving Campaign. As part of this procedure, local non-profit organizations are invited to submit a letter along with supporting documentation requesting consideration as a potential fund distribution agency within the Charitable Giving Campaign (See Attachment B, Timeline).

The aforementioned Workplace Charitable Giving Standards contain eligibility requirements and required documentation, including independent financial reports for calendar years 2010 and 2011, which must be submitted with your request letter for inclusion in the County campaign.

"To Enrich Lives Through Effective And Caring Service"

Mr. Marcus Mack
February 1, 2013
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The deadline to submit all information is Thursday, February 28, 2013. Please mail or deliver your package of documents to:

**CEO Office of Workplace Programs
500 West Temple Street, Room B-1
Los Angeles, CA 90012**

Attn: Marina Rosas

In addition, please mark your calendar for Monday, March 25, 2013 when the Charitable Giving Campaign Update Committee will meet to discuss the campaign. The meeting will be open to the public although the exact location and time will be determined at a later date. A flyer with meeting details and location will be sent to you and placed on the County website.

If you need additional information concerning the campaign review process, please contact Committee Chair Victoria Pipkin-Lane at (213) 974-1361 or vpipkin@ceo.lacounty.gov.

Thank you for your interest in the County's Charitable Giving Campaign.

Sincerely,



EDDIE WASHINGTON
Acting Director
Chief Executive Office
Office of Workplace Programs

EW:mr

Attachments

**CEO Office of Workplace Programs
Charitable Giving Campaign Update Committee
Timeline - 2013 Campaign Update**

<u>DATE</u>	<u>TASK</u>
February 1	Letter to non-profits mailed
February 4	Press Release Sent Out
February 13 or 14, March 13 or 14, April 17 or 18	Teleconference Meeting
February 28	Submission Deadline for Letters from Non-Profits
March 25	CGC Update Committee Public Meeting
March 26 – April 19	Documents Reviewed
April 30	Memo to the Board
May – June	Board Review, Edits & Final Changes
July 9	Board Motion Re: 2013 Charitable Giving Campaign & FDAs

Attachment A

**CEO Office of Workplace Programs
Charitable Giving Campaign Update Committee**

List of Non-profit Agencies Invited to Submit a Proposal

American Heart Association
America's Charities
Asian Pacific Community Fund
Avenues Supported Living Services
Best Friends Animal Society (Utah)
Boy Scouts of America/Southern California
Brotherhood Crusade
Center for Non-Profit Management
City of Hope
College of the Canyons Foundation
Community Health Charities of California
DCFS – Children's Trust Fund
DCFS – Youth Development Division (YOU Board)
Department of Mental Health – Charitable Giving
EarthShare California
Foundation for Greater Opportunities in Learning
Girl Scouts of Greater Los Angeles
Goodwill Southern California
Habitat for Humanity/SF, SCV
Hispanic Scholarship Foundation
LAC Animal Care Foundation
LA County Library Foundation
LAC Parks Foundation
Sheriff's Youth Foundation
United Friends of the Children
United Latino Fund
United Negro College Fund
United Way of Greater Los Angeles
Variety, the Children's Charity of Southern California



Los Angeles County BOARD OF SUPERVISORS POLICY MANUAL

Policy #:	Title:	Effective Date:
3.010	Workplace Charitable Giving Standard	06/02/98

PURPOSE

Establishes the Workplace Giving Program Standards for Charitable Giving by County employees through Payroll Deductions and the fundraising threshold for participating Fund Distribution and Direct Designation agencies.

REFERENCE

April 23, 1996 Board Order, Synopsis 61

June 2, 1998 Board Order, Synopsis 78

Government Code 1157.2 *

Section §501(c)(3) Internal Revenue Code

Senate Bill 1256 (Chapter 452, Statutes of 1991)

January 19, 2007, the Chief Administrative Officer's Memo "Update on Workplace Giving Policy and Standards"

POLICY

To support local nonprofit charitable organizations which provide a broad range of health and human care services to the residents of Los Angeles County which reflect the cultural and ethnic diversity and the under-served areas impacting the status of men, women and children.

This policy sets forth participating agency standards, reporting requirements for audit purposes, campaign requirements to comply with all laws covering qualified tax-exempt organizations, payroll deductions for both flat and percentage deductions, and periodic

review by the Auditor-Controller and Chief Executive Officer.

COUNTY OF LOS ANGELES

WORKPLACE GIVING PROGRAM STANDARDS

I. Authorization and Policies Approved by the Board of Supervisors

A. Authorize use of County funds and property by County departments, within each department's approved budget allocation, in connection with the County's Workplace Giving Program and campaigns.

B. Authorize, as part of the Workplace Giving Program, direct solicitation of employees, on a voluntary basis, by County and/or representatives of Fund Distribution Agencies during working hours, before or after official working hours, during breaks or lunch hours and during other non-working hours, as determined by each department.

C. Authorize the assignment of County officers and employees, on a voluntary basis, to attend or assist in the administration of program activities during working hours.

D. Reaffirm the policy that all employee participation in the program and/or program activities shall be on a strictly voluntary basis. An employee's decision on whether to participate shall not be a basis, directly or indirectly, for any adverse employment action.

E. Direct that employees be notified, in writing, of the opportunity to participate in charitable giving activities through the Workplace Giving Program and of the Board's policy that all participation in the program is strictly voluntary and has significant and broad union and community support.

F. Authorize the Chief Executive Office - Office of Workplace Programs, to recommend County campaign time frames and strategies and to develop general campaign program guidelines to assist County department heads and departmental coordinators.

G. Authorize department heads to implement Workplace Giving Program campaigns as determined by each department.

II. County Campaign and Payroll Deductions

A. Authority

Government Code Section 1157.2 enables the Los Angeles County Board of Supervisors, under such regulations as it may prescribe, to allow employees to authorize deductions to be made from their salaries or wages for their payment of contributions of designated

sums to charitable local organizations or to non-profit California corporations which are compelled by their laws to make and which do expend such sums solely by the making of contributions to charitable organizations qualified under Section 501 (c)(3) of the U. S. Internal Revenue Code of 1974; Senate Bill 1256 (Watson) (Chapter 452, Statutes of 1991) amending Government Code Section 26227 (which) allows a County Board of Supervisors to authorize work time activities related to Workplace Giving Programs and charitable giving activities; and the Los Angeles County Board of Supervisors approved County Workplace Giving Program Standards contained herein.

B. Program Mission

To support local nonprofit charitable organizations which provide a broad range of health and human care services to the residents of Los Angeles County which reflect the cultural and ethnic diversity of the region, and the underserved areas impacting the status of men, women, and children.

To administer a voluntary, cost-effective program that maximizes employee donor choices and maximizes dollar distribution to agencies providing direct services to local residents in Los Angeles County communities.

C. Workplace Giving Campaign Action Plans

The Chief Executive Office - Office of Workplace Programs will advise the Board of Supervisors on County Workplace Giving Campaign policies and campaign action plans.

D. Definitions

1. County Campaign – Fund Distribution Agency

The term "Fund Distribution Agency" (FDA) means a non-profit California corporation, 501 (c)(3) which distributes funds to member agencies who provide health and human care services to the residents of Los Angeles County, reflecting the cultural and ethnic diversity of the region and the underserved areas impacting the status of men, women, and children.

Fund Distribution Agencies shall distribute employee dollars raised to a minimum of 15 local non-profit agencies serving Los Angeles County. Parent agencies and not their affiliates will be counted in local agency totals. Branches, chapters or such subunits of a parent agency will be counted as a single unit within the membership structure of a Fund Distribution Agency.

Fund Distribution Agencies must be those whose principle service function is provided to the culturally diverse residents of Los Angeles County. This criterion intended to ensure that the widest and most diverse range of services possible is provided to the residents of Los Angeles County.

2. County Campaign – Direct Designation Agencies

The term "Direct Designation Agency" means a non-profit California corporation, 501 (c)(3) which raised \$15,000 locally and provides services to local and diverse communities in Los Angeles County. These agencies (donor direct designated agencies) would receive 90 percent of the employee direct designation dollar (processed through the County FDA payroll deduction process) with 10 percent representing a processing fee required by the Fund Distribution Agency.

E. Fund Distribution Agency Campaign Standards

1. Record of Fund-Raising

Fund Distribution Agencies must have raised \$75,000 locally and must raise at least \$35,000 (ongoing) through a combined effort of County employee cash contributions and County employee payroll deductions. Fund Distribution Agencies must also raise at least \$35,000 in a single County employee campaign, to be achieved by the second year of campaign participation, or be deemed ineligible to participate in future County campaigns.

2. Administrative Costs

The Fund Distribution Agency's administrative/marketing/campaign costs may not exceed 20 percent of the County's employee donor dollars. Therefore, Fund Distribution Agencies are required to distribute not less than 80 percent of the dollars received from the County Employee Charitable Giving Campaign to local non-profit agencies which meet the County Workplace Giving Program criteria and mission.

The County requires a maximum of 10 percent administrative costs related to County employee direct designations (Direct Designation Agencies), or a requirement that no less than 90 percent of the dollars received from the County Employee Campaign for direct designations (through Direct Designation Agencies) be distributed directly to the designated non-profit agency through the selected host Fund Distribution Agency.

These administrative costs requirements will provide for the maximum dollar distribution to agencies providing direct community service.

3. Fund Distribution Agency Report Requirements

The Fund Distribution Agency is required to provide the following to the Chief Executive Office-Office of Workplace Programs:

- copies of its Annual Reports and audited financial statements from the previous five-year period;
- a document copy of the organization's 501 (c)(3) non-profit status;
- a copy of the prior year's IRS Form 990, completed and signed;
- a listing of the organization's Board of Directors and Officers;

- a detailed report on the allocation approvals for designated and undesignated dollars; and
- any changes to the above reporting and campaign requirements, in writing, within 30 days of the change.

4. Fund Distribution Agency Campaign Requirements (Other)

Fund Distribution Agency shall comply with the following County campaign policies and procedures:

- Transmit donor dollars, as designated by County employees, to organizations qualified as tax-exempt organizations under Section 501 (c)(3) of the U.S. Internal Revenue Code of 1974, on a monthly basis or an authorized allocation process;
- Provide campaign educational/informational material for the County's campaign, as requested by the Chief Executive Office – Office of Workplace Programs;
- Provide appropriate funding for related County Campaign expenses, as deemed necessary and appropriate by the Chief Executive Office – Office of Workplace Programs; and
- Comply with all other provisions deemed necessary by the Los Angeles County Board of Supervisors, Chief Executive Officer, County Counsel, and the County Auditor-Controller.

F. Employee Payroll Deduction

1. Payroll Deduction Authorizations

Any County officer or employee may authorize payroll deductions from his/her wages for payment of charitable contributions to eligible non-profit agencies, as approved by the Board of Supervisors. Payroll deductions for such contributions shall include the following:

- Written authorization from employee upon the form prescribed by the County Auditor-Controller; and
- Written authorization from employee of the payroll deduction at such percentage of salary per pay period as printed on the prescribed form.

2. Effective Date

In addition, an authorization or cancellation shall be effective for that payroll period for which it is received by the Auditor-Controller. Adequate time for processing a new deduction or cancellation must be provided.

G. Employee Direct Designations

campaign funding level; or

- Direct Designation Agency raises less than \$15,000 during the previous local campaign.

RESPONSIBLE DEPARTMENT

Chief Executive Office

DATE ISSUED/SUNSET DATE

Issue Date: June 2, 1998

Review Date: January 16, 2003

Review Date: August 16, 2007

Review Date: October 20, 2011

Review Date: October 25, 2012

Sunset Date: July 2, 2002

Sunset date: January 16, 2007

Sunset Date: January 16, 2012

Sunset Date: January 16, 2013

Sunset Date: January 16, 2018

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NEWS RELEASE

COUNTY OF LOS ANGELES

Contact: Victoria Pipkin-Lane (213) 974-1361, vpipkin@ceo.lacounty.gov

February 4, 2013

County Conducts Review of Workplace Giving Campaign

Local Non-Profit Organizations Invited to Apply for Inclusion in the Annual Fundraising Campaign

LOS ANGELES – The County of Los Angeles is conducting a review of its annual Workplace Giving Campaign, which enables employees to support various non-profit organizations through payroll deductions. These not for profit groups provide a wide range of health and human services to residents of the County in under-served areas.

In accordance with government regulations, the County is conducting the review to consider non-profit organizations, which may be eligible to participate in the annual fundraising drive. (A copy of the Workplace Giving Program Standards, adopted by the Board of Supervisors last year, is attached.)

Agencies which identify as a 501(c)(3) non-profit, according to the U.S. Internal Revenue Service, are invited to submit a letter along with supporting documentation requesting consideration as a fund distribution agency within the Workplace Giving Campaign. Submissions must include a copy of the agency's independent financial reports for the 2010 and 2011 calendar years.

County employees donate more than \$1 million dollars each year to the Workplace Giving Campaign through payroll deduction and one-time contributions.

Entries may be submitted to CEO Office of Workplace Programs, 500 W. Temple St., Room B-1, Los Angeles, CA 90012, Attn: Marina Rosas.

For additional information on the review process, contact Victoria Pipkin-Lane at (213) 974-1361, vpipkin@ceo.lacounty.gov.

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WILLIAM T FUJIOKA
Chief Executive Officer

County of Los Angeles CHIEF EXECUTIVE OFFICE

Kenneth Hahn Hall of Administration
500 West Temple Street, Room 713, Los Angeles, California 90012
(213) 974-1101
<http://ceo.lacounty.gov>

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Third District

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MICHAEL D. ANTONOVICH
Fifth District

News Advisory

March 20, 2013

PUBLIC HEARING SCHEDULED BY COUNTY CHARITABLE GIVING CAMPAIGN UPDATE COMMITTEE (CGCUC) – MARCH 25, 2013

WHO:

County of Los Angeles
Charitable Giving Campaign
Update Committee (CGCUC)

WHAT:

Public Meeting

WHEN:

Monday, March 25, 2013
2:00 p.m. to 4:00 p.m.

WHERE:

Kenneth Hahn Hall of Administration
Board Hearing Room 381 – B
500 W. Temple St., downtown L.A.

WHY:

Government regulations require a periodic review of the voluntary fundraising campaign, spearheaded by County employees. Non-profit agencies that meet the eligibility criteria will be considered for entry into the annual campaign.

For more information, contact Victoria Pipkin-Lane, CGCUC Chair, at (213) 974-1361 or vpipkin@ceo.lacounty.gov.

"To Enrich Lives Through Effective And Caring Service"

**Please Conserve Paper – This Document and Copies are Two-Sided
Intra-County Correspondence Sent Electronically Only**

Headline: County Conducts Review of Workplace Giving Campaign

Date: 2/5/2013 3:09:19 PM

Media Contact:

Media Outlet: County of Los Angeles

Local Non-Profit Organizations Invited to Apply for Inclusion in the
Annual Fundraising Campaign

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County Invites Non-Profits To Join Workplace Giving Campaign

Tue, 02/05/2013 - 11:24am | Kevin Kelton

Category:

Santa Clarita News

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The County of Los Angeles is inviting local non-profit organizations to apply to be part of the Workplace Giving fundraising campaign.

A Workplace Giving Campaign is an employer-provided program that allows employees to make regular donations to eligible charities through the company's payroll system. Not-for-profit groups provide a wide range of health and human services to residents of the county in underserved areas.

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Agencies which identify as a 501(c)(3) non-profit, according to the U.S. Internal Revenue Service, are invited to submit a letter along with supporting documentation requesting consideration to be part of the Workplace Giving Campaign. Submissions must include a copy of the agency's independent financial reports for the 2010 and 2011 calendar years.

Every year, county employees donate more than \$1 million to the Workplace Giving Campaign through payroll deductions and one-time contributions.

Non-profits that want to apply for the program should send submissions to the CEO Office of Workplace Programs, 500 W. Temple St., Room B-1, Los Angeles, CA 90012, Attn: Marina Rosas.

For more information, contact Victoria Pipkin-Lane at vpipkin@ceo.lacounty.gov.

Article: County Invites Non-Profits To Join Workplace Giving Campaign
Source: Santa Clarita News
Author: Kevin Kelton

Do you have a news tip? Call us at (661) 298-1220, Or drop us a line at community@hometownstation.com

Tweet: 0 Recommend: 2 0

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Tags: SCV, Workplace Giving Campaign, charities, donations, non-profit organizations, I.R.S., health and human services.